



Numerator Insights

Future-proof your business with a modern consumer panel



Every Type of Shopper

America's largest, most representative purchase panel



Omnichannel Visibility

All retail channels: bodegas to Big Box to ecommerce



Holistic Understanding

Purchase-triggered surveys link behaviors and attitudes



Fast Insights

On-demand access to purchase data, updated daily

The most complete view of your omnichannel shopper

Capture more shoppers, trips, and retailers with America's largest most representative panel to identify what people buy and the reasons why.

450,000

Panelists uploading receipts

13x

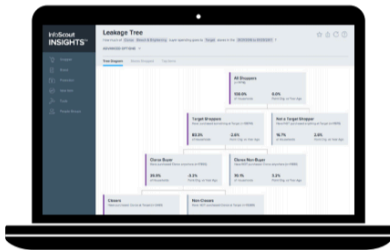
More shopping trips recorded than legacy panels

44,000

Retailers covered

+11.7%

Growth in channels not tracked by traditional POS or legacy panel sources



Numerator Insights On-Demand: QSR Channel

Get anytime access to America's largest purchase panel, and analyze guest behavior across top QSR brands as well as retailers in competing food channels. Intuitive reports, processed within minutes, answer your team's important business questions. Empower your team with the insights they need to capture a larger Share of Stomach.



Shopper Insights



People Insights

Over 100 brands, retailers, and agencies trust Numerator



PEPSICO



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Numerator Promotion Data

- 95% of industry coverage for food, drug, mass and club channels
- 1,450+ retailers covering CPG and Durables
- 80,000 ad blocks coded/week
- 50 metrics extracted from each promotion
- 1,100+ product categories tracked
- 80+ million promoted products per year
- 3 million active UPCs

Circulars



Print Circulars
Digital/e-Circular
Run of Press Ads
FSI Coupons

Digital



Retailer Websites
Retailer Opt-in Emails
Facebook Posts
Promotional Tweets

Promo Details Extracted

Ad Date	Retailer
Market	Media Type
Category	Brand
Product Description	Product Size
Ad Price	Offer
Unit Price	Net Unit Price
Incentives	Manufacturer
Category Group	Department
Sale Start Date	Sale End Date
Ad Type	Ad Grade
Page Position	AdID
PromotedProductID	AdBlockID
PageID	Event

...AND MORE!